

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 228-2004



To: Mayor David Dermer and
Members of the City Commission

Date: August 26, 2004

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name of the City Manager.

Subject: MTV VIDEO MUSIC AWARDS 2004 – AUGUST 29, 2004

The MTV Video Music Awards (VMAs) Show is being held at the American Airlines Arena on Sunday, August 29, 2004. This event will bring national and international attention, as well as thousands of visitors to our beautiful City. Initial projections indicate that hotel occupancy is expected to be at or near capacity throughout the weekend and a number of Miami Beach hotels and nightclubs will serve as focal points for events and parties related to the MTV VMAs.

The City of Miami Beach is committed to providing excellent public service to all who live, work and play in the City and works hard to ensure that basic quality of life issues are supported so that everyone can enjoy this wonderful destination. These expected crowds and events require the City to plan and prepare a comprehensive and coordinated Major Events Plan (MEP) for the weekend to ensure the safety and enjoyment of our City. As part of the plan, the City will continue its efforts to seek cooperation with respect to the City's quality of life and order maintenance laws. The City is also working with each of these businesses to coordinate and ensure adequate city services for their events.

Miami Beach Events at Private Venues

Numerous events will be held throughout the City at nightclubs and hotels throughout the weekend beginning on Thursday, August 26 through Monday, August 30.

Attached is a list of events planned throughout the weekend. City staff has conducted extensive outreach with the referenced hotels and nightclubs to coordinate logistics and to ensure compliance with City's order maintenance laws.

Due to the nature of the events, we have requested vigilance in adhering to the noise ordinance and anticipate large amounts of parties throughout the weekend.

Resources

The City Departments are working to ensure that resources are appropriately allocated for this weekend. The City will enhance its personnel, including Police, Fire, Code Compliance, Parking, and Public Works (Sanitation and Property Management), throughout the weekend beginning on Thursday, August 26, 2004.

Goodwill Ambassador Volunteers

Goodwill Ambassadors will be assisting the City on Sunday, August 29, 2004, as they have during other recent major events. The primary role of these civilian volunteers is to serve as a buffer or liaison between the police and the visitors to the City during major events and busy holiday weekends. The teams will be wearing the City's white "All America City" T-shirts and will identify themselves as Goodwill Ambassadors.

Transportation and Parking

During the weekend certain street closures have been approved. Specifically, Collins Avenue to Washington Avenue at 12th Street, will be closed in the evening only on Saturday and Sunday. The 100 block of 20th Street at Collins Avenue will be closed to traffic on Friday, August 27, Saturday, August 28 and Sunday, August 29 from 7:00 p.m. to 3:00 a.m. The 100 block of 17th Street is closed due to construction. The primary purpose of these closures is to facilitate limo drop-off and transport to/from the proximate venues.

Additionally, the parking lane on the east side of Washington Avenue on the 1200 and 1400 Blocks will be barricaded to accommodate overflow of pedestrian traffic and any valet relocation has been accommodated accordingly.

On Sunday evening, August 29, 2004, the Media will be directed to park on the 200 Block of 13th Street in an effort to proactively control the anticipated large media presence.

Vehicular traffic entering from the MacArthur Causeway will be closely monitored and ongoing contact with the City of Miami has been established.

Tourist Information Hotline:

A 24-hour information hotline (305-673-7400) is in operation. For further information, go to the City's website at www.miamibeachfl.gov.

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CITY CLERK'S OFFICE

MIAMI BEACH MTV VMA - AUGUST 26

CLUB/HOTEL	Thurs., Aug. 26	Fri., Aug. 27	Sat., Aug. 28	Sun., Aug. 29	Mon., Aug. 30
Astor Hotel - 956 Wash. Ave.		BMI After-Party Dallas Austin, Pharrell, Kanye West 11 PM INVITATION ONLY			
Bentley Hotel - 526 Ocean Dr.	Mase Midnight - 5 AM INVITATION ONLY	Lil'Jon Solree Midnight - 5 AM INVITATION ONLY	Outkast Event Midnight - 5 AM INVITATION ONLY		
Casa Casuarina - 1116 Ocean Dr. (Formerly Versace Mansion)			Private Dinner Versace Mansion 8 PM INVITATION ONLY		
Crobar - 1439 Wash. Ave.	Kid Capri 10 PM - 5 AM 1,000 Guests Open to Public	Kanye West, Ludacris, Lil' Kim, Fabolous 10 PM - 5 AM 1,000 Guests INVITATION ONLY	Life Beat / MTV De La Soul & Beastie Boys 10 PM - 5 AM 1,000 Guests Open to Public	Jadakiss Party 10 PM - 5 AM 1,000 Guests Open to Public	Press Luncheon 10 AM - 1 PM
Crobar - 1439 Wash. Ave.					Digweed Party 11 PM - 5 AM 1,000 Guests Open to Public
Delano - 1685 Collins Ave.		Billboard Magazine 9 PM - Midnight 150 Guests INVITATION ONLY	Queen Latifah & Farrah Fawcett Beach Party 3 PM - 7 PM 300 Guests INVITATION ONLY	Eminem, D-12, Spin Magazine 800 Guests 11 PM - 3 AM INVITATION ONLY	
Fontainebleau - 4441 Collins Ave.		BMI Urban Music Awards TIME TBD 600 Guests INVITATION ONLY			
French Connection Lincoln Rd.		Rock the Vote 7 PM - 9 PM Open to Public			
Krave - 1203 Washington Ave.			PitBull CD Release Party 10 PM - 5 AM Open to Public		
National - 1677 Collins Ave.				Carmen Electra & Dava Navarro 800 Guests 11 PM - 4 AM INVITATION ONLY	
Nikki Beach - 1 Ocean Drive				Dennis Rodman 7 PM - 5 AM Open to Public	
Marlin Hotel - 1200 Collins Ave.	Osiel / Urban Outfitters 7 PM - 10 PM 300 Guests Open to Public	Samantha Ronson 10 PM - 5 AM 300 Guests Open to Public	Counter Flow Label Party Rich Medina & DJ Spinner 10 PM - 5 AM Open to Public	Counter Flow Label Party DJ Jazzy Jeff 10 PM - 5 AM Open to Public	
Mansions - 1235 Wash. Ave.			Kerry Fundraiser Shaquille O'Neal, Al Sharpton, Andre & Chris Heinz, Alexandra & Vannessa Kerry Performances LL Cool J, No Doubt, Kanye West 5 PM - 9 PM Open to Public		
Mansions - 1235 Wash. Ave.			Paris Hilton Party 10 PM - 5 AM Open to Public	OutKast Party 10 PM - 5 AM INVITATION ONLY	
Miami Beach Golf Club 2300 Alton Road		Celebrity Golf Tournament 11 AM - 7 PM 75 Guests INVITATION ONLY			
Mynt - 1921 Collins Ave.	Armand Van Helden 11 PM - 5 AM 500 Guests Open to Public	Interscope Records & Interview Magazine Present No Doubt 11 PM - 5 AM 500 Guests INVITATION ONLY	Jackass Crew & No Doubt 11 PM - 5 AM 500 Guests INVITATION ONLY	The Osbourns 11 PM - 5 AM 500 GUESTS INVITATION ONLY	

Onda Lounge - 1248 Wash. Ave.		Ocean Drive 10 PM - 5 AM INVITATION ONLY		Rock The Vote - Zeta FM 11 PM - 5 AM Open to Public	
Opium - 136 Collins Ave.			R. Kelly 10 PM - 5 AM Open to Public	Fat Joe & Lil John 10 PM - 5 AM Open to Public	
Palm Island (Private Home)	Private Party 3 PM - 10 PM INVITATION ONLY				
Prive - 136 Collins Ave.			P-Diddy 10 PM - 5 AM Open to Public	Jessica & Ashley Simpson 10 PM - 5 AM Open to Public	
Raleigh - 1775 Collins Ave.			Private Party 200 Guests INVITATION ONLY	The Firm & Snoop Dogg 200 Guests INVITATION ONLY	
Rok Bar - 1905 Collins Ave.	Spalding Rockwell 11 PM - 5 AM 100 Guests INVITATION ONLY	Mick Rock & Lizzie Jagger 11 PM - 5 AM 100 Guests INVITATION ONLY	Elektra Records & Spin Magazine Present Jet 11 PM - 5 AM 100 Guests INVITATION ONLY		
Sagamore - 1671 Collins Ave.		Style Villa 11 AM - Midnight INVITATION ONLY	Style Villa 11 AM - Midnight INVITATION ONLY	Style Villa 11 AM - Midnight INVITATION ONLY	
Shore Club - 1901 Collins Ave.		Roc Digital Party 11 PM - 3 AM 750 Guests INVITATION ONLY	N.E.R.D. & Blender 10 PM - 2 AM 500 Guests INVITATION ONLY	Usher & Motorola Dinner 10 PM - 3 AM 1,000 Guests & Fireworks INVITATION ONLY	
Star Island (Private Home)		Private Party 150 Guests 8 PM - 2 AM INVITATION ONLY			
Star Island (Private Home)		Private Party 400 Guests 10 PM - 3 AM INVITATION ONLY			
State - 320 Lincoln Road	Def-Jam Records 11 PM - 5 AM Open to Public	Regular Night 11 PM - 5 AM Open to Public	Hurricane 11 PM - 5 AM Open to Public	I/O Live Performance 11 PM - 5 AM Open to Public	
Teasers - 524 Ocean Dr.		MTV VMA Party Midnight - 5 AM Open to Public			
Townhouse - 150 20th St.	Fusion Party 9 PM - 2 AM 250 Guests Open to Public	Roof Top Party 8 PM - 2 AM 200 Guests Open to Public	Roof Top Party 8 PM - 2 AM 250 Guests Open to Public		
59 EVENTS	8	18	17	14	2

MIAMI BEACH MTV VMA - AUGUST 25					
CLUB/HOTEL	Thurs., Aug. 28	Fri., Aug. 27	Sat., Aug. 28	Sun., Aug. 29	Mon., Aug. 30
Astor Hotel - 856 Wash. Ave.		BMI After-Party Dallas Austin, Pharrell, Kanye West PM 11 INVITATION ONLY			
Bentley Hotel - 526 Ocean Dr.	Mase Midnight - 5 AM INVITATION ONLY	Lil' Jon Soiree Midnight - 5 AM INVITATION ONLY	Outkast Event Midnight - 5 AM INVITATION ONLY Private Dinner Versace Mansion 8 PM INVITATION ONLY		
Casa Casuarina - 1116 Ocean Dr. (Formerly Versace Mansion)					
Crobar - 1439 Wash. Ave. o Limo drop-off in commercial loading zone, west bound on the north side of Española Way. o Valet will be relocated across the street to Washington Avenue in front of Tasty Cafe. o Bagged meters on both sides of Española Way from the alley to Wash. Ave. o Electrical permit for generators placed on the meters on the north side of Española Way. o 15' foot lighting truss on the median, facing east (8/27/04 only). o French barricades will be placed in front of Crobar from Española Way to the bus Stop.	Kid Capri 10 PM - 5 AM 1,000 Guests Open to Public	Kanye West, Ludacris, Lil' Kim, Fabolous 10 PM - 5 AM 1,000 Guests INVITATION ONLY	Life Beat / MTV De La Soul & Beastie Boys 10 PM - 5 AM 1,000 Guests Open to Public	Jadakiss Party 10 PM - 5 AM 1,000 Guests Open to Public	Press Luncheon 10 AM - 1 PM Digweed Party 11 PM - 5 AM 1,000 Guests Open to Public
Delano - 1685 Collins Ave. o 17th Street will be closed to traffic beginning on Friday, August 27th at 6:00pm and ending on Monday, August 30th, at 6:00am. o Street Closure and Right of Way Permits. o Limo drop off will take place at the entrance to 17th Street, once the guest are dropped off the limos will be stationed at the P.lot. o All other guest and celebrities will use the Delano's valet ramp. o Generator placed on 17th Street. o Occupant Load Permit issued for the pool deck. o Event will erect 4-20x20 tents o Only four (4) vehicles are allowed on the beach at one time		Billboard Magazine 9 PM - Midnight 150 Guests INVITATION ONLY	Queen Latifah & Farrah Fawcett Beach Party 3 PM - 7 PM 300 Guests INVITATION ONLY	Eminem, D-12, Spin Magazine 800 Guests 11 PM - 3 AM INVITATION ONLY	
Fountainbleau - 4441 Collins Ave.		BMI Urban Music Awards TIME TBD 600 Guests INVITATION ONLY			
French Connection - 1026 Lincoln Rd. Special Events Permit includes: o Right of Way Permit o Motorcycle in front of the store.		Rock the Vote 7 PM - 9 PM Open to Public			
Krave - 1203 Washington Ave.			PitBull CD Release Party 10 PM - 5 AM Open to Public		
Nikki Beach - 1 Ocean Drive. o Occupant Load Permit Issued. o Load-In and load-out on the beach, only one (1) vehicle is allowed on the beach at one time. o Fence Permit Issued.				Dennis Rodman 7 PM - 5 AM to Public Open	

<p>Mansions - 1235 Wash. Ave.</p> <ul style="list-style-type: none"> o Street Closure on the 200 block of 12th Street. o Meters will be bagged on the 200 block of 12th Street, as well as on the 1200 block of Wash. Ave. o Limos will come in through 12th Street go North into the alley way and drop off by Mansion's back entrance. o Press pen stationed on the second parking median in the parking lot behind Mansion. 			<p>Kerry Fundraiser Shaquille O'Neal, Al Sharpton, Andre & Chris Heinz, Alexandra & Vanessa Kerry Performances LL Cool J, No Doubt, Kanye West 5 PM - 9 PM Open to Public Paris Hilton Party 10 PM - 5 AM Open to Public</p>	<p>OutKast Party 10 PM - 5 AM INVITATION ONLY</p>	
Marlin Hotel - 1200 Collins Ave.	<p>Ostel / Urban Outfitters 7 PM - 10 PM 300 Guests Open to Public</p>	<p>Samantha Ronson 10 PM - 5 AM 300 Guests Open to Public</p>	<p>Counter Flow Label Party DJ Jazzy Jeff 10 PM - 5 AM Open to Public</p>		
Miami Beach Golf Club - 2300 Alton Road		<p>Celebrity Golf Tournament 11 AM - 7 PM 50 Guests INVITATION ONLY</p>			
Mynt - 1921 Collins Ave.	<p>Armand Van Heiden 11 PM - 5 AM 500 Guests Open to Public</p>	<p>Interscope Records & Interview Magazine Present No Doubt 11 PM - 5 AM 500 Guests INVITATION ONLY</p>	<p>Jackass Crew & No Doubt 11 PM - 5 AM 500 Guests INVITATION ONLY</p>	<p>The Osbourns 11 PM - 5 AM 500 GUESTS INVITATION ONLY</p>	
<p>National - 1677 Collins Ave.</p> <ul style="list-style-type: none"> o Limo drop off will take place at the National Hotel's valet ramp, once the guest are dropped off the limos will be stationed at the P-lot. o Valet will be relocated to the North side of the 100 block of Lincoln Road (just west of the Ritz Carlton) 8/29/04 only. o Load-in and load-out on the beach, only four (4) vehicles are allowed on the beach at one time. 				<p>Carmen Electra & Dave Navarro 800 Guests 11 PM - 4 AM INVITATION ONLY</p>	
Onda Lounge - 1248 Washington Ave.		<p>Ocean Drive PM - 5 AM INVITATION ONLY</p>	<p>10</p>	<p>Rock The Vote - Zeta FM 11 PM - 5 AM Open to Public</p>	
Opium - 136 Collins Ave.			<p>R. Kelly 10 PM - 5 AM Open to Public</p>	<p>Fat Joe & Lil John 10 PM - 5 AM Open to Public</p>	
Palm Island (Private Home)	<p>Private Party 3 PM - 10 PM INVITATION ONLY</p>				
Prive - 136 Collins Ave.			<p>P-Diddy 10 PM - 5 AM Open to Public</p>	<p>Jessica & Ashley Simpson 10 PM - 5 AM Open to Public</p>	
Raleigh - 1775 Collins Ave.			<p>Private Party 200 Guests INVITATION ONLY</p>	<p>Snoop Dogg 200 Guests INVITATION ONLY</p>	

Rok Bar -	Spaulding Rockwell 11 PM - 5 AM 100 Guests INVITATION ONLY	Mick Rock & Lizzie Jagger 11 PM - 5 AM 100 Guests INVITATION ONLY	Elektra Records & Spin Magazine Present Jet 11 PM - 5 AM 100 Guests INVITATION ONLY	Style Villa 11 AM - Midnight INVITATION ONLY	
Sagamore - 1671 Collins Ave. o Load-in and load-out on the beach, only one (1) vehicle is allowed on the beach at one time.		Style Villa 11 AM - Midnight INVITATION ONLY	Style Villa 11 AM - Midnight INVITATION ONLY	Style Villa 11 AM - Midnight INVITATION ONLY	
Shore Club - 1901 Collins Ave. o 20th Street will be closed to traffic beginning on Friday, August 27th at 6:00pm and ending on Monday, August 30th, at 6:00am. o Street Closure and Right of Way Permits. o Limo drop off will take place at the entrance to 20th Street, once the guest are dropped off the limos will be stationed at the Plot. o Fireworks Permit issued. o Bonfire Permit issued.		Roc Digital Party 11 PM - 3 AM 750 Guests INVITATION ONLY	N.E.R.D. & Blender 10 PM - 2 AM 500 Guests INVITATION ONLY	Usher & Motorola Dinner PM - 3 AM 1,000 Guests & Fireworks INVITATION ONLY	10
Star Island (Private Homes)		Private Party 150 Guests 8 PM - 2 AM INVITATION ONLY			
Star Island (Private Homes)		Private Party 400 Guests 10 PM - 3 AM INVITATION ONLY			
State - 320 Lincoln Road	Def-Jam Records 11 PM - 5 AM Open to Public	Regular Night 11 PM - 5 AM Open to Public MTV VMA Party Midnight - 5 AM Open to Public	Hurricane 11 PM - 5 AM Open to Public	I/O Live Performance 11 PM - 5 AM Open to Public	
Teasers - 624 Ocean Dr.					
Townhouse - 150 20th St. o 20th Street will be closed to traffic beginning on Friday, August 27th at 6:00pm and ending on Monday, August 30th, at 6:00am. o Street Closure and Right of Way Permits. o Limo drop off will take place at the entrance to 20th Street, once the guest are dropped off the limos will be stationed at the Plot.	Fusion Party 9 PM - 2 AM 250 Guests Open to Public	Roof Top Party 8 PM - 2 AM 200 Guests Open to Public	Roof Top Party 8 PM - 2 AM 250 Guests Open to Public		
54 EVENTS	7	17	16	14	2